GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:504
ANSWERED ON:18.11.2016
Anti Smoking Campaign
Dwivedi Shri Harish

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) the details of deaths caused by smoking during each of the last three years, State/UT-wise; and

(b) the details of various anti-smoking campaign launched to target various age groups and the amount spent thereon?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SMT. ANUPRIYA PATEL)
(a): No such State/UT-wise data is available with this Ministry.

However, as per the "Report on Tobacco Control in India" published in 2004, about 8-9 lakhs Indians die of tobacco related diseases every year.

As per the ICMR study "Assessment of Burden of Disease due to Non-Communicable Diseases (2006)", based on analysis of published literature till 2004, the risk of disease attributable to tobacco use was 78% for stroke, 65.6% for tuberculosis, 85.2% for ischemic heart disease, 52% for acute myocardial infarction, 43% for oesophageal cancer, and 16% for lung cancer, respectively.

A nationally representative study on smoking and death in India (published in 2008) found that smoking causes a large and growing number of premature deaths in the country. The study estimated that in 2010, the annual number of deaths from smoking in India would be around 10 lakhs.

(b): The stakeholders are being made aware on a regular basis about the adverse effects of tobacco usage on health through various anti-tobacco campaigns vide different mode of communication including TV, Radio, Print media, social media, films, train wrap etc. and by displaying awareness material in trade fair, mela etc.

Government of India has notified rules to regulate films and TV programmes depicting scenes of tobacco usage to spread awareness. Such films and TV programmes are statutorily required to run anti-tobacco health spots, disclaimers and static health warnings.
Further, to spread awareness on adverse impact of consumption of tobacco products, the size of specified health warnings on packages of tobacco and tobacco products has been increased to 85% w.e.f. 1st April, 2016.
The amount spent under the National Tobacco Control Programme on the awareness campaigns from 2012-13 till date is Rs. 88.72 crore.